#### **CHAPTER III**

### **RESEARCH METHODS**

The chapter discusses the way of processing this study. There are five parts those are; research design, data and data source, instrument, data collection and data analysis.

### 3.1 Research Design

The writer used the descriptive research design to analyze the data. This descriptive research design helped the writer to analyze the data and to describe the meaning of phenomenon's context. In this study, the writer investigated gender stereotype in the managerial job field phenomenon. The gender stereotype was based on the opinion of the responders towards a topic discussion *do women make a good managers?* in indiabix.com.

The writer classified the utterance of the responder's opinion into each type appraisal and the realization. The writer also used the descriptive design to explain and describe the funding of this study.

#### 3.2 Instrument

The main instrument of this study was the writer herself. The writer put herself as the planer, data collector, analyst, and reporter of study finding. It is closely related to Moleong (2001: 121) statement that the researcher plays some roles i.e. as the designer, the collector, the analyst, the interpreter, and the reporter of the data finding in the research.

#### 3.3 Data and Data Source

The data was taken from the utterances in the form of words, clauses and sentences related to gender stereotypes in the managerial field. Based on Subroto (1992:35) the data of descriptive research research appears in the form of discourse, sentences, clauses, phrases or words.

According to Arikunto (2002: 107) states that data source in a research is the subject in which data is obtained. The data source in this study was taken from group discussion about *do women make good managers?* in http://www.indiabix.com/group-discussion/do-women-make-good-managers/

#### 3.4 Data Collection

In this study, the writer did some following steps to collect the data:

## 1. Identifying man stereotype and women stereotype.

The writer read the opinions of the member's discussion and the writer identified the clauses that contain of man and woman stereotypes by giving a code to the clauses that contain of man and woman stereotypes. The codes as below:

The code is MS (Man Stereotype)

The code is WS (Woman Stereotype)

#### 2. Underlining the attitude in woman and man stereotype.

After getting the clauses that contain woman and man stereotype, the writer identified the realization of attitude in clause that contain in woman and man stereotype by underlining the data.

### 3. Coding the subtypes and the realizations.

In this step, the writer classified the clauses that had been identified into subtypes of attitude namely: affect type, judgement types, and appreciation type by giving the codes. The codes were presented below:

#### a. The codes for affect:

inc: dis/inclination affect

hap: un/happiness affect

sec: in/security affect

sat: dis/satisfaction affect

## b. The codes for judgement:

norm: normality judgement

cap: capacity judgement

ten: tenacity judgement

ver: veracity judgement

prop : propriety judgement

# c. The codes for appreciation:

reac: reaction appreciation

comp : composition appreciation

val: valuation appreciation

The writer also classified the types of attitude into the realizations of attitude that are negative and positive attitude by giving the code + for positive realization and – for negative realization.

### 3.5 Data Analysis

There were the following steps to analyze the data:

## 1. Classifying the data

After the data are coded, the writer classified the data into one tables. The writer grouped the data into six columns. The six columns consist of number of clause, appraising items, three types of attitude namely affect, judgement, and appreciation, appraised and the realization. The series of number of clause can be seen in the appendix.

Table 3.1 The Example of Data Classifying

No	Appraising items	Affect	Judgement	Appreciation	Appraised	Realization
clause		<u>//                                   </u>				
1a.	I know women's		tenacity		Women	Positive
	having <b>patience</b> ,					
	clam and good					
	decision making					
	skills. Women					
	makes good			1 4		
	Manager and					
	leaders etc,		_ /			

The writer also presented the frequency of each types of attitude and the realization of attitude into table. The writer used this formula to count the percentage of the frequency:

Percentage of each kind: 
$$\frac{x}{y}$$
 X 100 %

x: the frequency of each types of attitude and the realization

y: the total number of frequency

Table 3.2 Classification of the frequency of attitude types

	Tuoie 3.2 chaosineation of the frequency of attitude types						
No	Attitude	Sub Types	Total	Frequency			
1		Dis/inclination	1	1,25%			
	Affect	Un/happiness	-				
		In/security	2	2,5%			
		Dis/satisfaction	-				
2	Judgement						
3	Appreciation						
TOTAL		80	100%				

Table 3.3 Classification of the frequency of the realization of attitude types

No	The Realization of Attitude	Total	Frequency
1	Positive Realization	65	81,25%
2	Negative Realization	15	18,75%
	TOTAL	80	100%

# 2. Describing

The next steps, the writer described the finding and the realization of attitude in depth based on the table. The writer also discussed the study related to the phenomenon in the real world.

# 3. Concluding

The writer made conclusion based on the results.